

LEO BURNETT U.S.A.

a division of Leo Burnett Associates, Inc.

Ad No. 343-Jockey-Reg. No. 39894-Page-4 color bleed-85g x 115g in.-National Magazines, 1971 (A)

Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Racehorse owner Harry Wilson thought that his cigarette holder put him an extra length ahead in clean taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's your best bet for clean taste.

It works like a cigarette holder works.
For good taste.



Kings: 15 mg. "tar," 0.8 mg. nicotine
100's: 1.7 mg. "tar," 1.0 mg. nicotine
av. per cigarette, FTC Report April 75

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

